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# EXTENSION SERVICE *Review*

APRIL 1956



Prepared in Division of Information Programs

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## Ear to the Ground

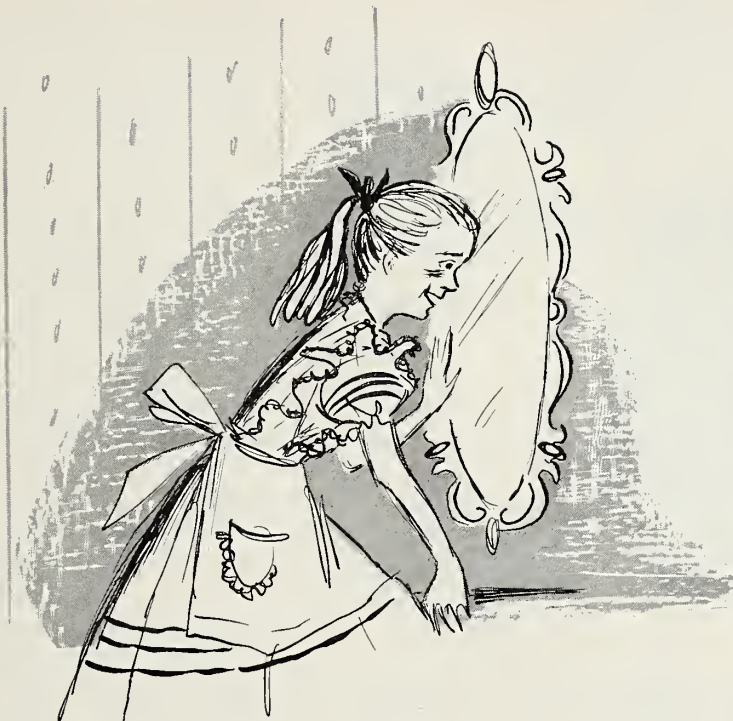
"Today's Home Builds Tomorrow's World" is again the fitting theme for National Home Demonstration Week to be observed April 29 to May 5. Taking a tip from this theme, and noting that attention is usually focused nowadays on the family as a unit, this issue of the Review presents articles that we hope will give all extension workers some encouragement and ideas for helping families achieve more satisfying living, both at home and in the community.

In planning this issue the editors and the home economics staff explored the problems that seem common to most home demonstration agents in an attempt to offer some solutions that might be adapted to your own situation. How to make the most of one's time, energy, and money is an urgent question . . . for farm men and women as well as extension workers.

Simultaneously with a study of these questions, we observed also that extension people generally are pausing to take a new, quizzical look at extension work, appraising it in the light of our deeper, more thorough program projection efforts. We meet at the conference table more often, stimulating each other to examine more critically the services we offer and the methods we use. It is intended that this thoughtful group approach to our problems be reflected in this issue of the Review.

\*\*Next month the magazine will be devoted to 4-H Club work. Current methods for meeting the new and old problems of training leaders, developing programs that will hold members, and making participation possible for more young people will be discussed.—CWB

COVER PICTURE—Our cover picture is an attempt to depict the increasing tendency of farm couples to work together as partners in home and farm business. The sketches in the background represent a few of the current trends which are significant in extension work. For a thoughtful discussion of sociological changes that have implications for extension workers, read Dorothy Simmon's article, *Beyond the Looking Glass*.



# BEYOND THE LOOKING GLASS

DOROTHY SIMMONS, State Home Demonstration Leader, Minnesota

**E**XTENSION workers have heard, read, and seen with their own eyes that we are living in a period of rapid social change. Many of the social changes grow out of the rapid technological developments of our time. Extension workers have helped to hasten some of the changes and, faced with the new situations that result, are studiously searching for the different ways women can best utilize the advantages and adapt to the disadvantages.

Let's look at some of the obvious changes taking place.

Labor-saving household equipment and commercial goods and services for family use have resulted in *higher cash living costs* at all stages of the family life cycle—and greatly *reduced "housework"* in some stages of the cycle. A further result of this is that more and more women have *jobs outside their homes*, and because jobs are available for married women, *earlier marriages* are taking place.

Medical progress in conquering disease, the low birthrate of the 1930's, and the high birthrate since World War II have distorted the normal age distribution of the population; we

have *more old people and children*, also *many women in their mid-forties* whose children are grown up, or nearly so.

Technical developments in agriculture result in the larger farm unit, smaller numbers in the farm population, and higher capitalization and increasing complexity of farm business management. The generally higher level of income resulting enables farm families to share more fully in the technological improvements outside of agriculture that contribute to higher levels of living.

Extension of electric lines to over 90 percent of the farm homes permits improvements in farm housing, especially the water supply and labor-saving equipment. These stimulate further improvements on the house itself.

Social security extended to farmers may modify the "pressure to save" which has characterized the farm population and often encouraged the postponement of comforts in living until middle life or even later.

Improvements in transportation and communication permit most families to function in a larger commu-

nity. City workers often live in the country; farm families use resources of the city. Town and country living are coming to be more alike.

Larger numbers are attending high school. Improvements in all of the mass communications media and other opportunities for continuing education result in a better educated and informed public.

Television is affecting patterns of both work and recreation in the home and is bringing a wide variety of information to all levels of the population.

Small wonder that home demonstration programs are changing, and they will change further, to meet the new conditions. County committees are responding with enthusiasm to the suggestion of deeper study into county situations as a basis for program determination. Concern is evident for improvement in health and nutrition; in better use of family resources; in more adequate farm housing; in better environment for children; in good family and community life; in recreation facilities for all; and better community services of

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# EXTENSION OPENS THE DOOR

*to Experience ► Confidence ► LEADERSHIP*

MARIAN COTNEY  
Shelby County Home  
Demonstration Agent, Alabama

**B**Y TAKING on some leadership responsibilities in their home demonstration clubs, many of our members have gradually gained confidence in themselves and accepted more demanding leadership roles in the community.

On the basis of their interest in particular subject matter, the women agree to attend leader training schools. Eleven demonstrations on basic subject matter are given at the beginning, followed by county workshops where they may learn a craft or two. Once the women get the knack of teaching, they conduct workshops for their neighbors.

Club members trained several years ago will continue to attend workshops for new lessons, yet if there is a demand for lessons to be repeated from the year or several years before, the women give the same demonstrations again. Last year local leaders gave 240 demonstrations.

Committees from local clubs represent all members at the quarterly council meetings where suggestions, needs, special interests, and problems are discussed. In Shelby County, special consideration in program planning is given to changes being brought about by part-time farming and by the increasing number of women working in industries outside the home. This is a growing problem because four new industries have recently located here.

Leadership competence carries over, with advantage to churches, parent-teacher association, and other community organizations and activities. For example, after a year's work as a leader in her club, a shy retiring

member agreed to teach a Sunday School class.

The McLendons, who converted two rooms into a large, attractive living and dining area, opened their home to about 300 persons interested in the project. Since holding the open house, the McLendons have agreed to assist about 30 people with plans for remodeling.

Older club members enjoy teaching new members how to do some of the projects they are experienced in. Recently when a new member expressed interest in a demonstration on reupholstering a sofa, a club member who had given the demonstration several years ago, offered to help her learn how to do the work.

Of special value to the community is the leadership given in youth work. Youth chairmen conduct training meetings for the youth leaders who, in turn, direct the program in each club. Leaders who have been trained

through the years enjoy working with 4-H'ers at the summer neighborhood meetings and during the club year on special projects in sewing, cooking, health, home improvement, canning, and freezing foods.

Interested, trained leaders are a big factor in the number of project completions and county and State winners. Last year four Shelby County boys and girls were winners in State projects and were awarded trips to the National 4-H Congress.

How to make it possible for homemakers with young children to attend club meetings and take advantage of the many practical demonstrations has long been recognized as a difficult problem. Recently the youth chairmen agreed to sponsor a nursery at each club meeting.

Of home demonstration work, the council president says, "Through the broad and varied program I have become aware that a rural woman's life is no longer bound by the walls of her home. I have been made aware of my responsibilities and privileges in the civic affairs of my community and county. I have had the satisfaction of seeing the job of achievement on the faces of 4-H'ers. Through the community activities program I accept my responsibility to be helpful to other people, and to make our community a more satisfying, attractive place in which to live. Through the home demonstration club I have made new friends.



Some of Shelby County's young people in a planning meeting. Left to right: Helen Norris, Mary Butler, Mrs. Douglas M. Kent, county youth chairman, Sherron Holbrooks, and Edna Sue Norris.



## It's your business to *Be Well Known*

MRS. ELAINE WENDLER, Home  
Adviser, Madison County, Ill.

MADISON COUNTY is known in Illinois as a "city county." It is near St. Louis, Mo. We have a large urban population, heavy industrial and manufacturing developments, and a large nonfarm population. There are also many farm families who are dependent on income from general, dairy, and truck farming.

When I came to the county 6 years ago as home adviser, I realized that if the extension program was to reach people with such diverse interests I must use some means other than organized homemakers' groups and 4-H Clubs.

My first move in attempting to reach more people was to spend a large amount of time strengthening the training and services of local leaders. To do this, the women in the county helped the assistant home adviser and me to establish 5 all-year-round committees on finance, 4-H Club work, program, membership, and information. Members were chosen from the officers and activity chairmen of the 6 districts in the county. The past presidents of the county sponsoring organizations, acting as an advisory group, had already established districts and officers, and activity chairmen were on the job. Without the enthusiasm and constant help of these district leaders in addition to the county home economics extension council and the unit

officers and activity chairmen in planning, publicizing, and carrying out the program, the advisers could not have found time to do some of the other tasks necessary to reach larger numbers of people.

The next step was to establish better relationships with the press. In the past, it had been very difficult to get stories in the newspapers of the county. I started first with the county paper and arranged for a weekly personal column in which I try to speak directly to people as consumers. After a few months, I was asked by other papers to do a weekly column and now, 6 years later, I carry a weekly column in six newspapers in the county. Rarely does a day go by that representatives of the paper do not call to get additional information.

My next move was to contact local merchants as well as homemakers for advice as to the kind of information homemakers need in buying. The local merchants have been very cooperative in featuring, as specials, foods recommended in my articles. It has also been much easier all over the county to borrow exhibit ma-

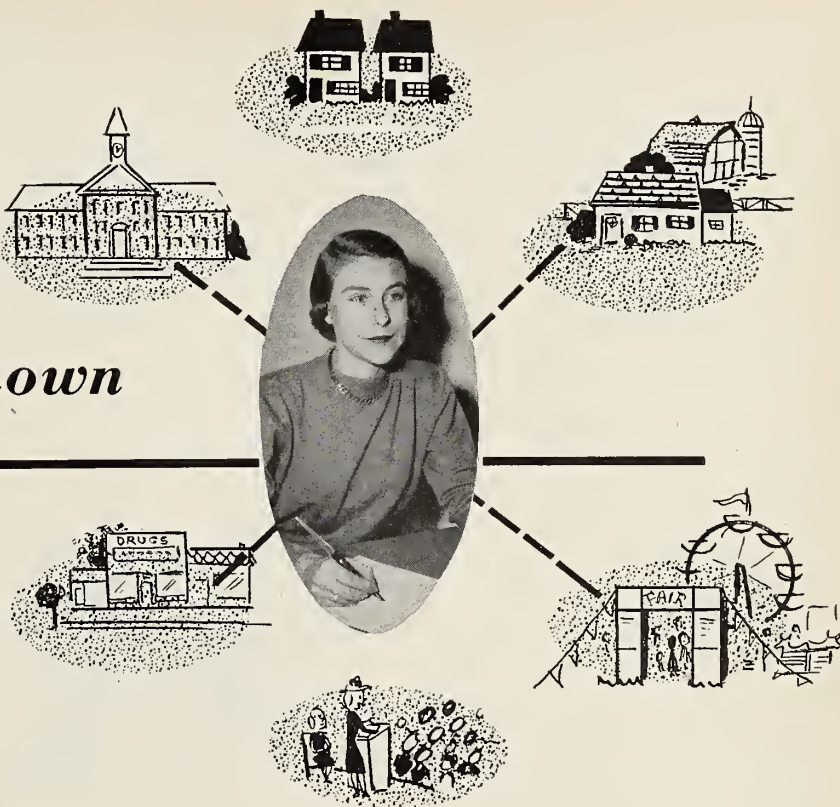
terials from local merchants for home adviser and local leader lessons for community and district meetings.

News stories have also paid off in other ways. Since my personal column is headed with my picture, I am recognized by people all over the county. They know where I am located and more about what we do in an extension program. As a result of news stories on the value of 4-H Clubs to young people, a homemaker recently came to the office to learn what she could do to be a 4-H leader.

In addition to my weekly personal column, feature stories before and after all major county and district activities are written by district information chairmen sometimes with the advice of the home advisers. One of these activities was a series of district consumer meetings on selection and use of cheese. Over 900 people attended these 6 meetings. A countywide cooking school on meat cookery was sponsored with emphasis on use and care of equipment as well as care and wise use of food.

Exhibits and displays have been increased. As a result of a well-planned

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4-H exhibit in a city bank window, thousands of people were made conscious of 4-H. Two new clubs were organized in an area where there had been no clubs for 10 years. A merchant called asking that his window be used for display next year during National 4-H Week. Local 4-H Clubs placed exhibits in 25 cities and communities in the county.

The dress revue phase of the county fair is a very big event. Over 1,000 attended the dress revue each night of the 1955 fair. To attract larger numbers of people, the advisers have worked on quality performance by doing dress rehearsals, using an attractive elevated T-shaped parade area. A loud speaker was used to broadcast descriptions of the girl and her costume, so that everyone could hear as well as see the program.

We also use radio and television. I gave weekly radio programs for 4 years, and on request from a St. Louis station, I now provide as many television programs as time permits.

Since Madison County has many dairy and hog farmers, articles for the press and radio and television programs feature information related to dairy and pork products. This information has also fitted in with the national dairy and pork promotion programs.

Madison County also has a large number of truck farmers, so our local programs and those at district and county meetings, as well as articles in newspapers and programs on radio and television have "played up" the fruits and vegetables grown locally.

We have made a good start in reaching more people, but much more attention in the future needs to be given to indirect methods of getting information to people on the farms and in the cities of Madison County, Ill.

In the past 6 years, enrollment in youth and adult groups has increased. Office calls have tripled. We are receiving six times as many telephone calls. We have distributed on request much more printed and mimeographed material as well as answered many more personal requests.

Here are a few figures which show some of the results: In 1950 there were 368 boys and girls enrolled in 26 home economics 4-H Clubs with 40 adult and junior leaders. In 1955,

these figures increased to 594 boys and girls enrolled in 30 home economics clubs with 133 adult and junior leaders.

In 1950, there were 650 homemakers enrolled in 29 units with 286 leaders. In 1955, numbers had increased to 954 homemakers in 31 units and 810 adult leaders.

The bulletins distributed in 1955 had increased from 8,500 in 1950 to 34,000 in 1955. There were 1,048 office calls in 1950 and 3,905 in 1955. There were almost 2,000 telephone calls in 1950 and over 6,000 in 1955.



## Thanks For Helping

**W**HEN County Agent William O. Mitchell, Clearfield County, Pa., enlists the help of others for an event his part of the job isn't finished until the "Thank You" letters have gone out the next day.

Whether simply good manners or smart public relations, Mitchell doesn't say what impels him to write the gracious notes of appreciation that warm still further the ties of good feeling between his staff and their host of volunteer helpers, but none will dispute their effectiveness.

This year Mitchell, Peggy Thompson, extension home economist, and others on their staff needed a lot of help to put on a big countywide grassland field day. They didn't let a drizzle of rain interfere with their plans, although at times the weather became a bit disagreeable.

Next day to all who had helped, Mitchell wrote:

"Dear Friends: With the sun shining so brightly this morning it looks as though we picked the wrong day. Some of you had wet feet and damp backs, but the 1,000 farm people who had an opportunity to see some of the latest developments in homemak-

ing and grassland farming share our appreciation for your help. . . To all of you who contributed so generously of your time and effort we say **THANK YOU.**"

Signatures to the letter, in addition to those of the county agent and Miss Thompson, included C. M. Skillington, associate county agent, and Jeane E. Beard, assistant extension home economist.

Last year Mitchell won the National County Agent public relations \$100 award donated by the Agricultural Leaders' Digest. He used the money for advanced study of information methods at Colorado State's summer school for extension workers.

## Merchants Boost Farmers in Weekly "Ads"

**B**ECAUSE people . . . and situations . . . and agents are different . . . it follows that information methods and media found effective in different counties also vary widely. We can't make specific recommendations about what will inspire people to act. We can only say, "This method got results in *this* county; do you suppose it might help in yours?"

The job of Extension is as much *inspiration* as it is information. This principle is the foundation for a series of advertisements that has been running in the Johnson City Press-Chronicle every week since 1945. Sparked by County Agent Raymond Rosson, Washington County, Tenn., a group of business firms have been selling progressive agriculture to both rural and urban people.

Rosson believes that businessmen, homemakers, and professional people, all need to know more about their farm neighbors. He says, "Our progressive business people wanted to help agriculture in some way. They couldn't tell farmers how to farm, because they didn't know how. They couldn't give farmers money. They couldn't milk cows or feed chickens or "hand off" tobacco. And still they wanted to do something.

"I conceived the idea of getting them to support space in the paper, boosting the farm people. The businessmen like it or they would not have carried it along for over 10 years."





# Consumer Education

## is woven into the PROGRAM FABRIC

**I**F WOMEN spend about 85 percent of the family income, as most statisticians agree, then their job of knowing how to buy the food, clothes, and house furnishings for the family is truly one of major importance.

Few women are taught to be wise buyers. Some learn by trial and error, a few read and learn, and many are unaware that they could have stretched the family dollar by spending it differently.

With the preponderance of new fabrics on the market, a wide choice of expensive timesaving equipment to choose from, and a great variety of foods and packaging available, the task of buying has become a serious responsibility. Advertising is seldom the best source of reliable information. Research studies are not widely read. Where can a woman get dependable advice?

One of the answers of course is found in Extension's home demonstration activities. Every home demonstration agent weaves into her teaching some consumer education.

She can hardly do otherwise, it is so inextricably a part of home economics.

In Nassau County, N. Y., for example, where the population has increased 65 percent in the last 15 years, Extension's home department, in its 38th year, has made drastic changes in its program to adapt it to the needs of today's women.

A recent membership survey indicated that the home demonstration program must answer specific needs such as consumer education, continued emphasis of basic homemaking courses in all fields, and the inclusion of programs which stress health, safety, citizenship, and the broader phases of community responsibility.

Last year in 38 different projects, 13,288 women were helped with the selection of clothing, the use of new fabrics, wardrobe upkeep, and clothing-construction techniques.

Through projects in foods and nutrition, 6,078 women received help with food buying, preparation, meal planning, and good nutritional prac-

tices. In housing and home furnishings, 9,369 homemakers learned such skills as refinishing, reupholstering, making draperies and slipcovers, selecting and framing pictures, and making lamps and lampshades.

Basically important to all of these projects is the information the women get on how to be better buyers. Running through practically all of the teaching are suggestions on the qualifications of suitable merchandise for the purpose, whether it be a lampshade, or a winter coat, or a freezer.

Nassau County home demonstration agents, recognizing that the most successful home managers are wise shoppers, include consumer educational material in not only their project work but also in their radio talks, TV appearances, news stories, and news letters.

The extension agents on Long Island are fortunate in having the services of the Regional Food Marketing Program from New York City. In planning their leader-training projects in foods and nutrition, they mention frequently the weekly information that is always available on abundant supplies of foods.

Almost every week, consumer information is used on the radio program and in the weekly newspaper column, known as *On the Home Front*. Checked by the agents for timeliness and local conditions, it is distributed weekly to 13 newspapers.

A demonstration lecture on food buying is on the program for Nassau County homemakers this year. Before preparing the hour talk to be given at unit monthly meetings, the agents will consult with the food-marketing specialists in New York. They plan to emphasize comparison buying, the

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Mrs. Jessie R. Middlemast, Nassau County, N. Y., home demonstration agent, discusses the topic "What's new in household materials," which is a popular consumer buying project.



spread of costs, packaging for better consumer service, and the new products on the market.

In cooperation, the agricultural agent gives the regional food marketing specialists all the help he can on information about growing crops on Long Island, about weather conditions, hurricane damage, and other pertinent news affecting the food supply.

A lecture-demonstration on Know Your Fabrics is given almost every year to keep the women informed of changes in the field of textiles, both household fabrics and dress goods, so they will be better able to purchase clothes and house furnishings that fit their needs and pocket books.

In addition to providing some guidance in buying textiles, clothing, food, and house furnishings, home agents find that the women want help on beautifiers. With dozens of beautifiers flooding the market, women are in a quandary as to which are frauds and which are beneficial.

One of the goals of the clothing program is to show women how they may dress becomingly and in an up-to-date fashion without investing more money than they can afford. They demonstrated how to select accessories, budget for their purchase, and wear them with different garments.

Every month the homemakers get an attractive and readable newsletter with buying tips. In the February 1956 newsletter, for example, one of the lead articles was on the subject of electric blankets and their quali-

fications. Following it, apropos of February, was an article entitled, "Is This a Bargain?" in which the shopper is advised to answer honestly these questions: Is this purchase necessary, why was it marked down, and is it worth the price. Advice on how to buy scissors and shears, how to use them, and how to take care of them was in the same newsletter.

In a heavily populated area where many homemakers work away from home, buying guidance is especially essential to efficient home management. Evening programs are held for more than half the meetings, and often both men and women attend.

## Emergency Services

WHEN the Massachusetts Turnpike Authority laid plans for cutting a 300-foot swath through central Massachusetts for a new toll road, farmers and other landowners whose property would be taken, needed help and counsel which they couldn't afford to pay for. They received this help from an associate county agricultural agent, Walter B. Shaw of Worcester County Cooperative Extension Service.

Walter B. Shaw simply added a new field to his endeavors. Continuing his work as agricultural engineering and farm management specialist, Shaw advised some 500 alarmed townspeople and farmers about the intricacies of land-taking procedures.

It's all a part of the job to Walter Shaw. "I asked a representative of the Turnpike Authority," Shaw re-

lates, "to meet with a group of Warren residents."

Mainly, citizens wanted to know their rights. Could they sue if they weren't satisfied with the Authority's offer of payment? Could they prevent engineers from trespassing on their land, surveying for the highway? Could they buy back their homes from the Authority and move them elsewhere? Need they pay tax on profit from the sale of land taken by eminent domain? What would be their legal remedy for damage done by toll road employees?

For 3 months Shaw went to meetings. He answered their questions tirelessly and objectively. If he didn't have the answers, he consulted the Authority and then reported back to the landowners.

Shaw's background for the extra-curricular duty came from 19 years as town moderator of Sutton, where he has lived for many years. Though the toll road meetings have been completed, he continually gets telephone calls at home and his office from persons seeking information about land-taking. And, so long as this or any other problem presents itself, Walter Shaw is ready, able and willing to help all comers.—Robert C. Simmons, Radio Specialist, Amherst, Mass.

## Your University Comes to You

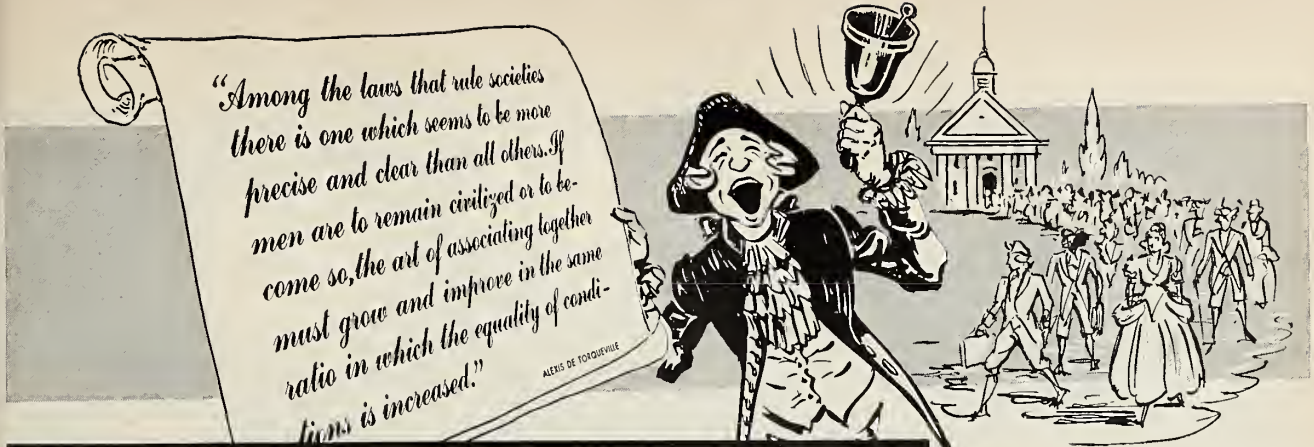
THE Wetzel County Agricultural Extension Committee, in cooperation with the Wetzel County Court, has published an excellent folder on "Your University Comes to You, Your Family, Your Community Through Your Agricultural Extension Service." Attractive, concise, and informative, it is designed to give the reader a brief picture of the activities of the Agricultural Extension Service in Wetzel County, W. Va.

The folder was mailed to families not now participating in organized extension groups. A letter of explanation went with the folder, listing names of county extension workers and members of the county extension committee, and stressing that the facilities of the agricultural extension service are available to ALL families—not just to those who participate in organized activities.



In a lecture-demonstration on new materials that are being used in chair construction, Mrs. Claire N. Bell, associate home demonstration agent, Nassau County, N. Y., is showing women the use of steel webbing and foam rubber.





## ARE WE OVERORGANIZED

OUR local communities are jammed with organizations of one kind or another, and, as people, we are considered to be a nation of joiners. Leaders in a community are usually the first to feel the pinch of overorganization and certainly should be the first to want to do something about it.

Our communities are overorganized in terms of both the sheer number of organizations and of the demands made upon the time of the membership. In time this will eventually destroy the organizations, not so much through intent as through default, and the signs pointing in this direction are clear as leadership struggles to find its successors or to get done the needed work of the organization.

With all the vast array of organizations in a given community, actually very few people are involved in them. Recent studies of participation in communities have shown that something between 60 and 70 percent of the population in a community are not affiliated in any organization. Thus, there is a heavy concentration of membership among a very few people. No wonder we are overorganized, at least those of us who are "joiners." Such low participation indicates either that too few people are involved in the essential work of community life or that the organizations themselves are no longer essential.

There are many reasons why people don't participate more in organizational activities. For one thing, physical mobility is required and con-

COOLIE VERNER, Professor of Adult Education  
Florida State University

sequently the two extremes of youth and age or the disabled will be less apt to belong. It costs money in one form or another to belong to the least of community organizations, so that the relatively richer will belong to more organizations than the poorer. People who have but recently moved into a community are often slow about joining organizations for their friendship patterns have not yet become established. And so it goes on and on for an infinite variety of reasons, but, by and large, the organizations themselves are the main cause of nonparticipation. They are too exclusive and unfriendly or they have no vital function to perform in community life, or the inherent nature of the organization itself discourages active participation.

Any reconstruction of community organizations must come from the groups themselves through two major courses of action: Organizational self-study and interorganizational coordination. Through self-study an organization can reassess its function and purpose in the community. This will require, however, a program of study that goes beyond the bounds of the organization itself. Since organizations do not exist in isolation, they cannot be appraised in isolation. They must study themselves as a part of their total community. In this way they can discover their relationships to other community forces as well as

their own specific role in the total scheme of community life. To be of value, any self-study must be conscientious, honest, and systematic.

We can no longer afford the social waste that is involved in a multiplicity of community organizations. To avoid this, it is essential that our organizations develop among themselves effective patterns of communication, coordination, and cooperation. Such action is of inestimable value to both the organization and the community for it will accomplish the following:

Encourage the systematic pooling of ideas; diminish overlap by free consultation between organizations; guard against new evils arising in the society (such as overorganization); discover new needs; improve technical efficiency; solve the problem of imbalance and duplication in organizational services; and improve the quality of community life.

This kind of interorganizational relationship was instituted in the U. S. Department of Agriculture in an effort to eliminate confusion among its subordinate units on the local level. It has been tried with varying degrees of success in many different ways, such as professional councils and community councils. The degree of success is measured by the honesty with which the organizations approach the idea of coordination and by the degree in which they are willing to be truly cooperative.



# It's a FAMILY AFFAIR

ERMINA FISHER, Marion County Home Economics Extension Agent, Oregon



When it comes to working on the family and community living committee, these Oregon folks work as family units. This group, which is one of 12 comprising the County Agricultural Council, is studying zoning.

**H**USBANDS and wives are facing together a lot of problems that used to be considered the prerogative of either the men or the women. A generation or so ago the homemaker wasn't expected to know much about the family business. If grandpa were a good provider, he would protect grandma from the outside world!

Today there's a cooperative effort being made to bring those two worlds into one focus. It's evident in all our extension program-planning meetings. Although there is a constant need for technical home economics information, the challenge of facing sociological problems is our big job now, and it calls for a family approach.

## *The Men Came, Too*

The program-planning leaders of our home extension units asked for information on wills. In meeting with the units, the home agent found that homemakers had many questions, such as: Is a will necessary if we have joint ownership with survivorship clause? Can I make my own will? How much will a lawyer charge for making it? What happens if there is no will? How can one select a lawyer?

In cooperation with the Marion County Bar Association, the Extension Service sponsored a series of evening meetings entitled, "A Look at Wills." Both men and women

attended. These were some of the remarks made: "I always thought making a will was a good idea, but somehow my husband and I just never did get around to it. Now maybe we'll get it done."—"If my wife and I were accidentally killed, there's one person we'd want to be guardian of our children, but we didn't realize a will was the best way to take care of it."—"I always figured lawyers were too expensive for me. Now I know they charge according to the services they give."

Another experience we have had in working successfully with both men and women has been with the activities of the county family and community living committee. This group is composed of men, women, and youth. This year for the first time, both husbands and wives were asked to serve on the committee, and it seems to have been a wise move. Including couples helps develop that family approach which is so desirable.

## *Home Planning*

We have found that the men also have a valuable contribution to make in home planning and house furnishings. With the disappearance of the handy repair man about the house, men and women both are learning how to maintain and repair their homes and furnishings. When men are encouraged to express their ideas about a home, they usually show much imagination and good taste.

Family interest is fast extending

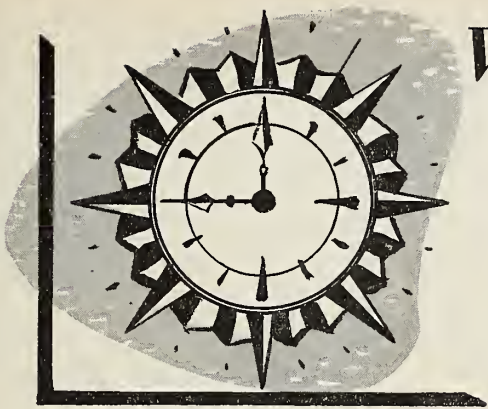
also into the community, country, and world. One of the 11 committees on the agricultural planning council of Marion County attempts to look 10 years ahead to anticipate problems which will be facing folks then. Ten years ago the primary concern was with technical matters, such as home production of food, remodeling houses, and rural electrification. Today's trend is toward problems created by sociological changes.

## *Community Living*

Population in Marion County increased 40 percent from 1940-50. In the next 20 years a 50-percent additional increase is estimated. In anticipation of this greater population, the family and community living committee is considering such problems as county zoning and an equitable tax base for farmers and suburbanites. Parents are concerned with possible effects of certain television programs on their children. The fact that more farmers are working off-farm and more women are working outside the home is being studied. Civil defense is a concern of all.

All of the problems discussed by this committee involve sociological changes. It seems imperative that we use the family approach. Let's provide more opportunities for family units to help plan and participate in all phases of the extension program.





# *We Meet Regularly . . .*

## EVERY FRIDAY MORNING

**W**HEN our county was chosen as a pilot county for the farm and home development program, our staff was increased. What a difference it made in the efficiency and pleasure of our work. To keep things moving smoothly, good planning is still our chief asset. No longer can we meet at the desk of the agricultural or home agent. Now we meet in the conference room every Friday morning—7 agents and 2 clerks.

Whitfield County has long been known as the "Bedspread Center of the World." Our county was one of the first rural counties in Georgia to become industrialized. Forty years ago the hand-tufted bedspread led the way to the present chenille and rug industry with its more than 100 spread and rug plants.

Nearly every farm family in the county is affected by this industry, and while it adds income, it also complicates extension work. That's one reason this county was selected to do special farm and home development.

We home agents, Kate Callaway, Ava Rodgers, and I, feel that we are members of a good team along with the county agricultural agents; Burl Scoggins, Claude Herring, Cline Mahaffey, and Fred Holt. When we drive from community to community usually one of the home agents and one of the agricultural agents go together. And when our car pulls up in front of a house, it's not a signal for every one but the mother or the father to leave. Mom, dad, and all the children gather round, for they know we are there to talk to all of them—about the farm, home-making, and 4-H. It's farm and home development.

**MRS. RUTH L. WILSON**  
Home Demonstration Agent  
Whitfield County, Ga.

With a larger staff, we were able to do a better job in many areas. It made it possible to divide the 4-H Clubs with 100 members each into 2 clubs. Communities that had been asking for years for home demonstration clubs got them. Community clubs were divided into two groups, so our work with families in the urban and rural nonfarm groups could be more effective. More clubs and more participation resulted.

An agricultural council was organized to coordinate the agricultural activities and agencies, improve understanding among rural urban people, and to foster the development of community organizations to which every one could belong.

This was not easy because of the mobile population. A few years ago for example, families were crowding into Dalton, the county seat, to be near their work. Now the town is crowded and families are moving out to rural sections. Some of these families, although they have no experience with farming, are becoming community leaders because of training in town organizations.

We were fortunate to have a county commissioner who recognized these trends and consequent problems and urged the county to provide a new extension building for us. Now we have ample space for offices, conferences, and storage.

The work of each agent and the meetings scheduled for the week are

discussed in our conference every Friday morning. Because each person knows what the other is doing, it is much easier to fill in for someone when necessary.

When the individual schedules are put together on one large mimeographed page, they are posted in both offices. As each agent checks out of the office, she pushes a button by her name, showing the community she is visiting and the time she expects to return to the office. This board, by the secretary's desk, saves many hours of time for the secretary. It also informs the other agents of the whereabouts of her coworkers, in case she needs to know. The board was made by the county agents.

### **Fellowship Winners Attend North Carolina State College**

**T**WO outstanding extension workers were awarded Oscar Johnston Cotton Foundation fellowships in the amount of \$2,500 each. One is Franklin M. Kearse of South Carolina, and the other is Stephen J. Brannen of Georgia.

Both men are enrolled in North Carolina State College in graduate study programs that emphasize farm educational program development and administration, as well as economics and farm management.

Kearse, 35, has been a county agent for the South Carolina Extension Service since 1942. Brannen, 29, has served for the last 2 years as an economist with the Georgia Extension Service.



## To California FLOOD AREA

HOWARD DAIL, Extension Information Specialist, California

**F**LOODS in California this past winter brought forth a record rehabilitation program by Extension and other university and government workers.

This situation faced us. Floods hit in 37 counties and in varying ways and degrees. Property damage passed the hundred million mark in the first week of damage, which began just before Christmas. Seventy-two lives were lost. Some families fled their homes, not to return for weeks because of continuing high water.

Extension tailored its programs in the various areas to fit the needs. In the Sutter County area, which suffered the greatest total loss of life and property, all usual communications means such as mail, telephone, newspaper, and power for radio and television were cut by the high waters.

There, 52 farm and home advisers in house-to-house calls brought flood rehabilitation information to 4,300 dwellings, both town and rural. As the usual communications outlets began to operate, they were used.

The university issued more than a million copies of 40 leaflets having to

do with such flood rehabilitation subjects as Care of Flooded Orchard Soils; Financial Assistance in Flooded Areas; First Aid for Bedding, Salvaging Electric Motors, Wiring, and Appliances; and Salvaging Flooded Livestock Feed. In addition, 10,000 copies of the USDA publication, First Aid for Flooded Homes and Farms, were rushed into flooded counties.

Farm and home advisers helped farmers set up emergency flood headquarters in strategic places, obtain feed, locate other sources of assistance including financial aid, and find dehydrators to dry out household goods and furniture. In addition, they consulted with farm families on their specific problems, and sent flood rehabilitation information through all possible means.

Immediately in some areas, and as soon as possible in others, the county extension staffs used mass communications. One newspaper ran most of the USDA circular and several of the leaflets. In another area, a county staff within 5 days prepared 19 flood rehabilitation news releases, gave 12 radio programs and 3 television presentations, and distributed 900 copies

of the flood circular and 15,000 of the sheets.

The staffs did not stop with personally handing out supplies of bulletins. They also called on the help of mail carriers, highway patrol, 4-H Club members, grocery stores, banks, hardware stores, and paint shops . . . all of whom gladly helped distribute leaflets.

In one of the worst damaged areas, three information specialists gave on-the-spot help, one for a period of 2 weeks. Radio tapes for State use started going out almost immediately. The radio specialists put together 29 radio and television programs for one area. News releases from State specialists also were prepared.

One of the important steps by county workers was to call meetings that brought together as a panel, representatives of various agencies and groups concerned with rehabilitation. One such meeting, chairmaned by an extension staff member, included representatives of the Farm Bureau, Bureau of Internal Revenue, Red Cross, Farm and Home Administration, Agricultural Stabilization and Conservation Committee, Production



One of the thousands of farms that suffered from the mid-winter floods in California.

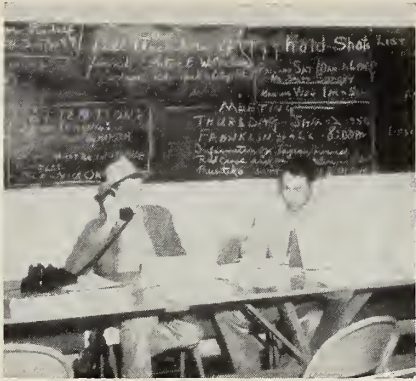


Office equipment and records of the Agricultural Extension Service in Sutter County were destroyed.





Marking a mattress for identification before placing it in the dehydrator was just one of thousands of services given flood victims.



A temporary extension office was set up in a nearby school building. Help from many agencies was coordinated.



Emergency flood information was made available through merchants, mail carriers, highway patrol, newspaper, and radio.

Credit Association, State Health Department, Small Business Administration, and private banks. Such panels helped answer the many questions in the minds of stricken families. As soon as the most critical period passed, county and State workers began to plan a longer-time program for the flooded areas. Publications on various subjects went out in quickie

form. One county started a special weekly letter to some 3,000 homes. Specialists changed their schedules to give every possible help, and sent out much information in their periodical letters. A series of letters from the director's office passed along to all flood-struck counties ideas that had proved useful in other areas. Reports on help

available from other agencies also went out in these. Counties were urged to start a "disaster" file so that they would have literature and suggestions on hand should such tragedies strike their areas. This would enable them to start their duplicating machines, or those of a neighboring county, almost as soon as disaster occurred.

MATCH YOUR STRATEGY TO YOUR PEOPLE

PETER BIERL, Trempealeau County Agricultural Agent, Wisconsin

TO promote an action program such as brucellosis control, we have used a definite procedure in Trempealeau County, Wis. At general meetings called for some other purpose, often by some other group, the agent discussed the brucellosis program, listing its advantages. Following this meeting we mailed letters to the farmers with information about the program. A period of several months then elapsed, giving the people time to talk it over. A steady flow of advantage stories went to weekly and daily papers. Radio was also used effectively. Finally an informal survey of reaction was made through individual contacts, small group meet-

ings attended for other purposes, and questionnaires. A need for the program was at last realized. When conditions were right for an all-out effort, we worked through leaders such as town chairmen and town boards. Town meetings were planned for each town in the county. Invitation letters on these meetings were sent to each person. Radio and newspapers carried stories on the program's progress. A thorough explanation of the program was given at each meeting. Near the close of the meeting we asked for volunteers to explain the program to neighbors not present. The town chairman and the agent met with the volunteers right after

the general meeting adjourned. Strategy for furthering the project was planned. Volunteers then went out and explained the program, reporting back to the leaders. The agent kept in close contact with the leaders, using letters, cards, and personal visits to keep the program rolling. The program was put into effect by farmers themselves because they realized a need and acted to fulfill the need. Trempealeau County was the first major dairy county of Wisconsin to adopt plan A calling for removal of all brucellosis reactors. As a consequence, today Trempealeau County is a certified accredited brucellosis-free area.



# HOME WORK through TEAMWORK



ELISE THOMS,  
Home Demonstration Agent, and  
VELMA GRACE THOMPSON,  
Associate Home Demonstration  
Agent, Covington County, Miss.

COVINGTON COUNTY, MISS., is made up of small farms averaging 79 acres. Cotton, sweetpotatoes, poultry, cattle, and some truck crops are the main sources of income. There is an obvious need for more income on these farms.

Better management both on the farms and in the homes is a primary need. The small landowner often has difficulty in securing credit, and is not familiar with available sources. Many of the families have a great deal of sickness, and they want to learn how to keep well. They need to understand more about marketing as well as production.

Extension's unit approach to helping farm families has been tried now for a year and a half in Covington County. One home agent and 2 agricultural agents were added to the staff of 3 to work with 87 families who requested help the first year. A number of families lived in parts of the county that were not easily accessible, and they had received little if any help in learning newer and better methods of farming and homemaking.

Our first job when we met with them in their homes was to establish a feeling of mutual confidence, to let them know we were interested and sincere in our desire to help them. Once the questions started flowing, we could begin to help them figure their resources and limitations in relation to their goals.

We made home visits as often as possible because this method of teach-

The Covington County, Miss., extension staff meets regularly to discuss their plans for the week. When balanced farm and home planning was started, 2 agriculture agents and 1 home agent were added to the staff of 3. They believe that close teamwork gets results.

ing is the most effective of all. Of course we also urged the homemakers to attend home demonstration meetings, and encouraged the children to participate in 4-H Club activities. Newsletters, individual letters, telephone calls, and newspaper articles were also used to get timely information to them. Field trips or tours proved to be especially useful in teaching. Group meetings among neighbors were also arranged for instruction in upholstering, freezing food, recaning chairs, landscaping, refinishing furniture, and gardening. Through the mass media and by word of mouth, our information reached many other homes in the county also.

Even in a year and a half, it is possible to see some results among the 87 families with whom we have done intensive planning.

Judging the progress of a family is a difficult task. It is not fair to judge them on the same basis. We always evaluate in relation to goals that were set. However, there are families who have to be aroused to want to change. We ourselves do not change rapidly, and we must keep reminding ourselves that people may be led, if we are good enough, but they won't be pushed. Most of them shy away from paper and pencils and plans.

We have one family who made application in October 1954. They had a five-room shotgun house with window panes out, screen doors kicked out, cotton sacks and buckets on the rotting front porch, rooms not ceiled, floors strewn with clothes and shoes, and the yard grown up with smut grass and broom sage. It was an up-

hill job. The farm has 36½ acres. The family consists of the parents and four children, ages 3 months to 11 years. They had no cows, but there was a gallon jug of artificially flavored orange drink on the table.

During the year there has gradually come a change. Those who did not know them in 1954, would not believe how much they have improved. They have bought a cow and now have plenty of milk for the children. The screens have been fixed. They have some substantial chairs in the living room, and a slip cover on the beaten-up couch has been added. From some insurance, the homemaker has bought some conveniences for the house, including a home freezer. Her pride and joy are her living room curtains, which are a well-chosen, colorful pattern. She told me three of her neighbors have made curtains like hers. She asked me on my last visit to help her decide what color to paint her kitchen. It is small victories like these that keep us encouraged.

On the farm side they have bought more land, leased some, fenced a pasture for the cow and followed recommended practices in farming. They are eager and willing for information.

This family has progressed more because they had farther to go than another family in that area. The latter knew what they wanted and asked for assistance, but they were already using many good management practices. They were alert, eager to improve and interested in

(Continued on page 80)





# In the Shadow of Connecticut's Capitol Dome 95 Community Agencies Work Together

MRS. ELIZABETH W. GASSETTE,  
Hartford County Home Demonstration Agent, Connecticut

**W**ITHIN a few miles of the gold Connecticut capitol dome, and within the 29 "towns" of Hartford County, over 250,000 families work, play, and rest.

This is 75,000 more than there were 5 years ago. They are industrial workers; they are white-collar workers of the great insurance companies and State offices; 86,000 are rural nonfarm; and 16,000 are farm people. The area has a high per capita income, but a few—very few—are distinctly low income. Many families have migrated here from northern New England. This diversity, desirable as it may be, creates problems.

But with the problems has emerged a strong desire to find the best solutions. Generally the education level is high and the New England tradition of community spirit endures. There is community-wide desire to work together for better health, welfare, and recreational services.

The Greater Hartford Community Council is one of the major expressions of this need for cooperation. It is made up of representatives of about 95 agencies, including the Extension Service. Through it, community problems are outlined and action programs established.

For example, by 1960 it is estimated that there will be nearly 250,000 persons 65 years of age or older in the State. All agencies and organizations interested in these statistics might go their separate ways in planning for the older group, but cooperative effort has taught us that early planning is wise. The work of the Governor's committee on potentials of the aging led to a community study of existing programs and how they might be expanded and coordinated. All joined with a common purpose, and each agency, including the Extension Service, has accepted respon-

sibility for a phase of the program which fits in with its regular work. There are many such examples.

Although Hartford County has only two homemaking agents, the system of local leaders provides a means for the maximum extension of information and training for homemaking groups. The leader network carries the program throughout the 29 "towns."

As in most leader systems, the leaders are trained by extension agents and specialists in the project subject matter. The development of these projects is a function of the advisory committee working with homemakers and agents. By cooperating with the community council it is possible to coordinate and integrate the overall program with all other related city and county programs.

The program of the older folk developed into a family life project after it was found that homemakers were unwilling to discuss with their neighbors the subject of how three generations can live together happily. However, with leadership, these same homemakers said, in essence, "Let us learn to understand ourselves and plan for our own years ahead."

The result: Extension will train leaders and the discussion method will be used in organized extension work, parent-teacher associations, churches, and other groups concerned with problems of older people. A tailor-made program is integrated and coordinated on a community-wide basis.

Other examples are numerous. The Extension Service is working with the Greater Hartford Nutrition Committee on food for older people. Sample market orders are made for selected families to illustrate their nutrition needs and recipe leaflets are prepared with help from State extension specialists. Work is being done on the general problem of weight control in cooperation with the Heart Association, utility companies, Dairy and Food Council, and urban groups of women interested in this subject.

Through the American Heart Association and the program sponsored by the school of home economics at the University of Connecticut, the Hartford Extension Service became interested in work simplification for handicapped homemakers. Coopera-

*(Continued on next page)*

Eleven agencies in Hartford, Conn., are represented here in planning a community nutrition program.





*(Continued from last page)*

tive effort again is the keynote. It involves the local heart associations, the rehabilitation center, the Visiting Nurses Associations and others. Workshops are being scheduled to train extension leaders to assist local groups with simplified homemaking techniques.

Through cooperation everyone benefits. The cooperating organizations help disseminate extension information. Duplication and confusion are avoided, and the efforts of all are focused on community problems that are, in their finality, the individual problems of individual people.

## Home Work Through Teamwork

*(Continued on page 78)*

the welfare of the family members. It is those who seem to need what Extension has to offer most that we see making slow progress.

Goals are being reached though. We have worked on the food supply this year. Only a very small percentage of the women failed to can

and freeze enough food for their families. This was due in part to good weather we had for producing food.

We have seen the children get their tonsils out or teeth repaired, as set up in the plan. We have seen rooms painted, steps repaired and yards improved. Others have been dumbfounded to learn from their own records that the coffee and tobacco bills run into hundreds of dollars.

Bathrooms have been built, kitchens improved, and better meals served. The way we evaluate with them, since we believe self-evaluation is the most important, is to say to the homemaker as we summarize, "According to your plan you expected to do these things. Let's see how many of them you have been able to do." Not only do we find out what has been done but generally the reasons for failure and some planning for the future. Another question frequently used, "In what way would you change your way of doing this if it is to be done again?" "Do you have any suggestions about the procedure that might help other farm homemakers?" This will tend to clear her thinking and fix it in her

mind. If a homemaker is ever able to look critically at her activities she can mend her ways, but she must feel that what she is doing is important and take pride in it.

One of our greatest problems is our inability to get to the homes as often as we need to.

In closing, the factors that make for progress as we understand it concern:

(1) The attitude of the people. Some agencies have tended to push them around, or the people believe they have. Now they are often resentful toward all government work. When they understand, they cooperate.

(2) Setting goals within their ability and understanding, being sure the goals are theirs and that they are clear in their minds.

(3) Helping them to reach the goals or move toward them. This involves changed practices and management activities. This we expect to result in more income, better home living, and increased satisfaction.

(4) Let the people evaluate their own efforts.

## Banks Help Young Farmers Go to School

THE Utah State Agricultural College Extension Service at Logan gave for the first time last year a 10-day short course on modern farming for the benefit of 63 young farmers. In most cases, they were selected by a local committee made up of the county agricultural agent, the vocational agriculture teacher, and the county farm bureau president.

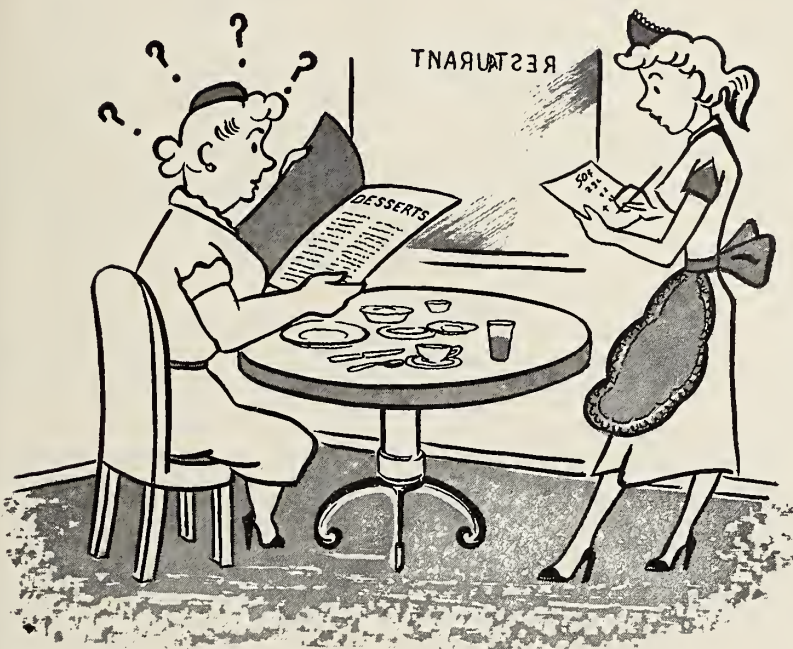
The school was conducted jointly by the officials of the banks in Utah and the college Extension Service. Managers of 44 banks supplied each young farmer with transportation and housing costs. Each man paid for his own meals. Teachers, guest speakers, and materials for the course were financed by the college. Approximately 35 short courses are sponsored by the Extension Service each year.

Thanks to Utah banks, young farmers attend a 10-day course on modern farming.





# EAT WELL-BUT WISELY



**F**OLKS in Dodge County, Nebr., used to eat well, but perhaps not too wisely. Now they do both. A 2-month dieting contest early this year made them more conscious of eating well and wisely at the same time.

It was hard for anyone in the county to avoid becoming conscious of his eating habits. A daily newspaper, with a circulation of more than 11,000, published an "Eat Wisely" edition before the contest opened. More than 20 merchants sponsored Eat Wisely advertisements in the special issue, and more offered nearly 60 prizes to the winners. Prizes ranged from a pair of nylon hose to a \$29.95 dress. They were awarded on the basis of each contestant's percentage of weight lost or gained.

As groundwork for the contest our home extension clubs studied wise eating habits for a month. We discussed the importance of weight watching, causes of underweight or overweight, solutions to the weight problem, why we eat what we eat, how to tell if we are underweight or overweight, and some of the misleading statements often heard about

weight. I urged those planning to participate to visit their doctors for a general checkup before "weighing in" day.

The contest was open to everyone in the county. About half the women participating belonged to extension clubs. Three men started the contest along with the womenfolk, but they dropped out along the way.

Objectives in developing the Eat Wisely Program:

1. To show the relationships of body weight to good health.
2. To point out common reasons for weight problems.
3. To urge those whose weight is above normal to see a physician before starting a reducing program.
4. To emphasize that reducing requires the establishment of permanent new eating habits to maintain normal weight.

Of the 265 people weighing in at the start of the contest, 258 were overweight and 7 were underweight. Each contestant recorded what she would like to weigh. Desired total loss amounted to 7,468 pounds. Those

underweight wanted to gain a total of 81 pounds.

Midpoint of the contest was an Eat Wisely luncheon. Everyone weighed in again before the luncheon, which, incidentally, we planned around low-calorie foods. Instead of dessert we sang original words to popular tunes.

Program at the luncheon included a movie on weight reduction, talks on weight control by the extension food and nutrition specialist of the University of Nebraska, hazards of overweight and underweight by a local physician, and the importance of simple exercise demonstrated by a television exercise director.

By the end of 1 month, we had lost 1,224 pounds. At the end of the 2 months, we had lost 1,533 pounds.

However, the end of the contest didn't mean the end of eating wisely in Dodge County. It stimulated more interest in the program and the organization of an Eat Wisely club in which 31 members continued dieting and/or maintaining desired weight.

This fall we'll be making a county-wide extension survey to find out how many club members have been able to lose weight by following the Extension "Eat Wisely" program. We know all of our "Eat Wisely" friends look much better. They say they feel better, too.—*Elizabeth Grant, Dodge County Home Agent, Nebraska.*

## Have You Read?

**Grassland Farming** by George H. Serviss and Gilbert H. Ahlgren. John Wiley & Sons, Inc., New York City. 1955.

The reader who is interested in a fast-moving account of the possibilities and operation of grassland farming will find it in this little book. The authors have compressed much information into its 141 pages. The content is current but somewhat limited in application to the humid part of the United States.

As a reference book for the extension worker more detail would be desired than perhaps could be afforded in so short a treatise.—*J. R. Paulling, Extension Agronomist, Federal Extension Service.*



## Beyond the Looking Glass

(Continued from page 67)

many kinds. All seem interested in fresh approaches to these and other problems.

Programs for parents of young children are important. Special activities might be set up for the benefit of the very young homemakers. They need help not only in the care of children but also in the basic homemaking skills. Many of the younger women reportedly are taking part in regular home demonstration group work. But the need of the very young homemaker with young children is so great that we should look for additional ways to give her assistance.

### What Comes First?

There are many, particularly among the younger farm families, who have not yet achieved the level of living they wish, nor are their farms organized to produce the income of which they are capable. To improve living conditions at the same time that improvements are being made in the income-producing capacity of the farm requires carefully integrated planning. Improvements in living conditions usually compete with needs for farm development if money is the issue. While decisions of this sort must always be those of the family, extension agents are finding it a stimulating experience to help families see alternative courses of action; to bring them the research and other information that has a bearing on the decision at hand; and finally to see their plans materialize.

For all families—city, town, or farm—decision making or conscious planning for the best use of resources becomes more important when traditional ways are changing. Skills in selecting and buying goods will help to make available money stretch in providing for family needs. Better understanding of people will help to safeguard values that may be lost in changing to newer methods. Families working together toward a common goal develop desirable characteristics that make for good citizenship.

Many of the former functions of homes and families, such as preparation of school lunches, are now provided by other agencies. It is logical,

therefore, that concern for individual and family well-being must include consideration of the community and beyond, even to the world community. Women in the post-parental years have a special opportunity to contribute in these matters of community housekeeping. Studies support the theory that women are happiest in the years after their children leave home if they are busy either with community work or are gainfully employed. A variety of activity may be a good investment in terms of happiness for old age if it broadens interests. Better education, whether through formal schooling or otherwise, should make possible a wider variety of purposeful activity all through the years.

The rising educational level will likely influence and make possible some phases of extension programs that we had not previously thought possible. It should enable us more and more to broaden understandings and deepen insights in areas where we had possibly dealt only with skills and practices. Many people may be able to get what they need through bulletins, magazines, and other printed materials. They may not so often require the demonstration or the personal contact with an extension agent. Some have always obtained their information through mass media and more may do so if the stimulation to seek out the information is supplied through the radio, television, and newspapers.

### Popular Group Meetings

It seems likely, though, that women will not be willing to give up the group experience which has characterized the home demonstration program. The personal development of women taking part, and their growth in ability to assume community responsibilities of other kinds has always been an important by-product of home demonstration work. These abilities are important, in addition to the benefits of information on home economics subject matter. Certainly our challenge is to find ways to keep the organized home demonstration group work moving with less time involved by the agent herself. Then she can be more responsive to those needs which may be better served in other ways.

## Have You Read?

**Soil and Water Conservation Engineering.** By Richard K. Frevert, Glenn O. Schwab, Talcott W. Edminster, and Kenneth K. Barnes. John Wiley & Sons, Inc., New York; Chapman & Hall, Ltd., London, 1955. 479 pp.

County extension workers, especially those with training in surveying, mechanics, hydraulics, and soils will find this an extremely useful reference. Others with less background will understand much of the material discussed and will find the clarification of the principles underlying integration helpful in developing educational activities for soil and water conservation.—*W. R. Tascher, Extension Soil Conservationist.*

**Exploring The Small Community.** Otto G. Hoiberg. University of Nebraska Press, Lincoln. 1955. 192 pp.

Here is basic rural sociology and welfare in brief and in readable form. This book is packed with practical principles and methods which the author has gleaned from his experiences as a university extension consultant with hundreds of towns in Nebraska, and it is also sound sociology. At the same time the underlying thread of the book is understanding the community; it is far more than simply the offering of tricks and suggestions. The book deals briefly with almost every phase of community welfare, such as the community idea itself, leadership, health services, education, church, business, social differences, cooperation, recreation, and cultural arts. Subjects are treated from the applied or practical point of view with emphasis on communities doing things for themselves. Theory is made alive by reference to many case examples and ample other supporting data. All of these combine in the book a certain human richness, practical touch, and relevant theory which make the book both interesting and helpful. Every extension worker should have this book. It can be read in two or three evenings. Once you start you will finish it and you will undoubtedly return to it many times afterwards.—*E. J. Niederfrank, Rural Sociologist, Federal Extension Service.*



# Two New Hampshire Counties



## Put it in WRITING

### ADVICE TO MOTHERS

WHILE attending Merrill-Palmer School in Detroit in 1949, where I took courses in child development and family relations, I considered how I could best use the material and knowledge I was getting. Back in Belknap County I felt that I was not reaching as many of the young mothers or mothers of young children as I should. Knowing how difficult it is for mothers to attend meetings, it occurred to me that if I could reach more parents of young children through letters, I might help them in a small way.

When I returned to my county, I talked this over with my county council and they encouraged me with their full support and a list of mothers in their neighborhood. At first the number was small, but it has since grown from 134 to 520. While letters are addressed to mothers and dads, we call it the "Lakes Region Mothers' Chat," since Belknap County is in the lakes region of New Hampshire.

In the letters we include help for the parents of the very young baby, the toddler, the preschool, school age child and the subteen-ager. The teen-ager we take care of in another letter called "Teen-Line." We try to give help in care, feeding and behavior problems, some clothing helps, and child development. We bring in some recreation ideas for use in the home and also for traveling by train or taking long trips by car.

Recipes for the subteen girl or boy are sometimes included, especially at holiday time. We always include some safety suggestions for the youngsters to learn or for application in the

home. The accident rate for children is appallingly high.

The "Teen-Line" letter resulted from the requests of several mothers for a letter just for teen-agers, dealing with their peculiar problems. This now goes to 309 boys and girls.

When we corrected our mailing lists, we received many comments on the returned questionnaires. These are samples: "I've enjoyed your 'Lakes Region Mothers' Chat'—have four girls, ages 2 to 9 years, and have received many helpful suggestions to our problems with them. I keep all your letters on file and refer back to them quite frequently."

"I look forward every month to my 'Mothers' Chat.' It has really helped me and given me many new ideas. I have a habit of leaving them where my husband will see them and time and again he has said, 'Those letters to parents are really good.' So please keep them coming to our home."

"'Teen-Line' has helped me very much. At least I'm getting over my self-consciousness, and I think it has helped my personality."

"I use the 'Teen-Line' for my teaching. I like the poems and maxims for character training and because they tell how to get along with each other in daily contact."—*Harriet Clark Turnquist, Home Demonstration Agent, Belknap County, N. H.*

### MORE ATTRACTIVE PUBLICATIONS

THROUGH a Rockingham County study by questionnaire, we found that people have distinct preferences in extension teaching methods. Workshops ranked first, demonstrations second, and bulletins placed third out of 15 possible methods.

One reason for this may be that Rockingham County, which is the seacoast county of New Hampshire, has a rapidly growing nonfarm population with varied employment opportunities in manufacturing, agriculture, summer recreation, services, trades, and the professions. Thirty percent of its women are employed.

To reach this growing public with no increase in extension personnel, the county home demonstration advisory council suggested increased emphasis on extension bulletins used in conjunction with meetings. This advice was followed throughout the year.

At the 23 fall program-planning meetings a collection of bulletins was displayed and explained to help people new to Extension. As a result, 1,193 bulletins were requested.

At the 4-day Deerfield Fair, featured in Cinerama Holiday, an extensive display of bulletins on agriculture and home economics was arranged in the fair's new Extension Service building. Local leaders assisted at the exhibit while the agent judged for 2 days. Requests totaled 3,044. Registration at our exhibit numbered 761, of whom 157 were new to Extension and lived in the county; 55 were extension co-operators from the county; 258 lived in the State but came from outside the county; and 291 were from out of State.

Each month throughout the year we arranged a bulletin exhibit in the office window. The displays featured timely subjects and resulted in more than 185 requests for information.

In half of the 36 issues of the food marketing bulletins sent regularly to a list of 219, a bulletin of current interest was offered for the reader's further information. These offers and those in the monthly home demonstration newsletter brought many requests. Visits were made to nursing and convalescent homes to acquaint those in charge with available bulletins on quantity buying, marketing, and food preparation.

Bulletins were employed as a supplementary method of teaching in the following: 14 leader-training schools; 173 method demonstrations in foods, clothing, and home management, which 2,876 persons attend.

*(Continued on next page)*



ed; 44 subject-matter meetings; and 38 talks with 1,437 people at meetings and during tours.

The home demonstration agent presented 9 radio broadcasts and 3 television programs on home furnishings. After the TV shows that closed with bulletin offers, we have had 410 requests to date.

Bulletins were asked for in office visits, telephone calls, and home visits. They were sent to those who could not attend meetings. Neighbors who told one another about the publications also produced a substantial number of requests.

Through a weekly column and news articles, bulletins were offered in connection with subject matter. This method produced fewer requests from folks new to Extension than did other methods, probably because they did not read the extension news.

Altogether, 8,934 bulletins were given out on request in 1955. We have found that Rockingham County residents like informative, attractive, illustrated publications. — *Ruth G. Stimson, Home Demonstration Agent, Rockingham County, N. H.*

## Scholarships Offered to County Club Agents

● Eight \$100 scholarships will be awarded by the Sears-Roebuck Foundation through the National Association of County Club Agents. Two scholarships will go to each extension region for attendance at a 3-week extension summer school or for other advance study.

Men or women county club agents, associates, or assistants are eligible. Candidates may be previous Moses scholarship recipients, but preference will be given to those never having received a scholarship.

Candidates must agree to enroll in the 4-H or youth course if they have never had such a course. Recipients of this scholarship must be members of the National Association of County Club Agents. Application forms are being distributed by the NACCA to State club leaders.

Applicants should forward completed form to State club leader who will select not more than two applications and forward them to Chairman, Professional Improvement Committee NACCA.

## President Eisenhower

## Calls Safety Conference

● Farm safety will be an important feature of the President's Conference on Occupational Safety, May 14 to 16, in Washington, D. C. An advisory committee appointed by the Secretary of Agriculture, representing farm organizations, State Agricultural Extension Services, the National Safety Council, State Farm Safety Committees, and other cooperating organizations is arranging a Farm Safety Clinic to help farm people decrease accidents on farms and in farm homes.

Extension work has played a leading role in farm safety education for many years in close cooperation with the National Safety Council. It received additional official recognition last October when the Secretary of

Agriculture assigned to the Federal Extension Service primary responsibility for and leadership in farm safety work for the U. S. Department of Agriculture. Work will be carried on in cooperation with the State Extension Services and other organizations interested in farm safety.

The President's Conference on Occupational Safety affords extension workers a new opportunity to assist farm people on farm safety through sound planning and effective action. With about 14,000 accidental deaths and 1,200,000 serious injuries occurring to farm people annually, the need for appraisal, understanding, and action is obvious. This conference will be concerned with the means to reduce this appalling toll among farm families.

## Land, Pasture, Range Judging Contest May 3 to 4 In Oklahoma City

● The Fifth National Land Judging Contest and the second National Pasture and Range Judging Contest will be held at Oklahoma City's fairground on May 3 and 4, 1956.

The first day, May 3, will be used for training schools in land judging and in pasture and range judging. The land judging contest will be conducted on the morning of May 4, followed by the pasture and range judging contest in the afternoon. These two contests are separate events, and prizes will be given for both contests.

There will be five divisions in these two contests; namely, 4-H, FFA, Collegiate, Adult (men), and Women and Girls. Cash prizes are available to the 4-H and FFA divisions, with loving cups and medals going to winners of the other divisions.

As in the 1955 national contest, each State will be limited to five 4-H and five FFA teams in the land judging contest, but may enter as many as desired in the pasture and range judging contest.

**JERSEY CATTLE.** Edited by Eric J. Boston. D. Van Nostrand Co., Inc., New York, N. Y. 232 pages. 1955.

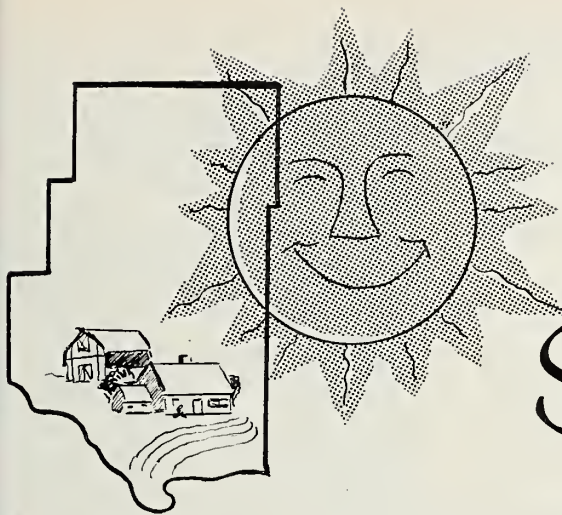
Every breeder of good livestock will enjoy this very thorough treatment of the Jersey breed, written and compiled by ardent champions of these island cattle.

A chapter on the Origin of Domestic Cattle introduces the subject, taking the reader back to 4000 B.C. and agriculture in Egypt and the Near East. Stone carvings dating almost that far back show cows being milked. Butter and cheese were produced.

A very interesting discussion of early European strains of cattle and their probable relationship to and influence on the Jersey breed is presented by Mr. Boston. He submits some very interesting theories to account for the origin of numerous characteristics of modern Jerseys.

Most readers of this book will find much new information in chapters dealing with the origin of Jerseys, the various strains of cattle developing early in the different regions, and a host of other similarity of words pertaining to cattle in many languages of Indo-European origin. — *Jas. E. Crosby, Jr., Federal Extension Service.*





# In Pope County, Arkansas it's Sunny Side Up!

MRS. HAZEL C. JORDAN  
State Home Demonstration  
Agent, Arkansas

**T**HE ESSENCE of extension work is to start where people are, to learn what they have to do with, and then to go on from there to help them make their dreams a reality, step by step. Home demonstration work in Pope County, Ark., is built on this concept.

Pope County has a population of approximately 23,300 people, mostly rural and small town residents. With the advent of 3 or 4 major industries in the last 5 years, 361 more families have reported working off their farm. Probably for this reason home gardens have decreased in the county from 2,234 to 1,873.

Only one-tenth of the farm homes in Pope County have running water. Over 50 percent now have electricity, which means that there's an increase in the use of electric pumps, hot water heaters, home freezers, and washing machines.

But many homes are still without these conveniences. The Agricultural Planning Committee recommended demonstration meetings on other methods of time and energy saving. This started with two leader training meetings conducted by Mrs. Dick Miles, county home management leader, and Bernice Cook, home demonstration agent. They trained 25 leaders, representing 18 home demonstration clubs, in giving demonstrations on making beds, ironing, hanging clothes to dry, and other

short cuts in housekeeping. After these were repeated in the different clubs, many of the younger club members especially reported changing their work habits.

Principles of kitchen planning was the subject of another leader training meeting conducted by Mrs. Crystol Tenborg, extension home management specialist. How to make step shelves, a file rack for baking pans, cutting boards, and other pieces of homemade equipment that would lighten the work in the kitchen were explained.

To reach more women than those enrolled in home demonstration clubs and in farm and home development, radio broadcasts were given on different phases of home management. How to make inventories, keep household records, reduce housework, and what to know about making wills, keeping valuable papers, buying insurance, and other important information was also used in local newspapers.

Families enrolled in farm and home development received personal as well as group assistance in kitchen planning to save time and energy. Additional storage space is a popular timesaver, according to Mrs. Bettye Brittenum, associate home demonstration agent. Many of these ideas have been put into practice.

Home improvements of a more extensive nature often start in the kitchen. With time and ability, farm couples designed and built their own cupboards, painted the walls, and laid the floor coverings. Some families who could afford it added air-

conditioning units, bathrooms, concrete steps, and other improvements.

Most of the families got a great deal of pleasure in studying their own needs in the home, determining goals, and working together to improve their family home and living. They spent much time with bulletins, clippings, pictures, and shopping advertisements before deciding what materials to buy, colors to use, furniture to repair or upholster, and other changes to be made.

Family participation in community activities receive a high priority in Pope County. August is the month that home demonstration clubs stress community-family togetherness.

A rural community-improvement program has increased interest in more attractive homes, soil testing, winter cover crops, neat mailboxes, better telephone service, cleaner highways and byways, a more interesting fair, and many other local endeavors.

Most of the clubs cooperate with 4-H Club work, and welfare work such as that done by the Salvation Army, Red Cross, and March of Dimes. The members help in the hospitals and help beautify the cemeteries, school grounds, and other public areas. One club remodeled a community canning kitchen so it could be used as a clubroom.

These are a few examples of home and community activities that can be carried on for the enrichment of family living. Most of them require a minimum of investment in money, yet they contribute to greater satisfactions and often blaze the way for more ambitious undertakings.

We, too, are learning from

## *Better Farming Better Living*

EVA L. GOBLE, State Home Demonstration Leader, Indiana

**"B**ETTER Farming Better Living" (the family approach in extension work) has great significance for our general program in Extension. It becomes the central furrow around which we cultivate the rest of the program in a truer fashion.

Personal family counseling gives us an insight to problems which help to clarify our own objectives in some of the other extension activities. They give us information by which we can evaluate some of the results, some of the procedures, and directions which other programs have taken. We can plow back this specific farm and family experience to make the entire program far richer.

By approaching our own jobs with the same scientific method with which we are helping farm families approach theirs, we too can enjoy the extra dividends resulting from purposeful planning and the serenity which accompanies a decision made

after a careful examination of alternate choices.

Let us see what "Better Farming Better Living" is doing for the established home demonstration program. In my opinion, we have some opportunities which we have been seeking for a long time.

To enrich and make more significant the general program in the county by having firsthand information on the needs of family living—this is the technique for which we are searching. In doing program planning in Indiana, we have striven always to get each individual woman to recognize and point out the problems which she faces in home living.

We know that when women meet together, one of the great difficulties is for them to recognize their home problems and to bring them into the general discussion. This personal counseling method provides us with information that we can use for guide posts in our general program.

We have the opportunity to further develop leaders' recognition of the purposes and values of the home demonstration program. Here is a plan which has its roots in the lives of individuals and in the growth of families. By helping our people with information and counsel, we have with each small group demonstrated the great potential of the home demonstration program.

We can also profit professionally from visits to these individual families. This point I can't emphasize too much. As a home economist visits with each family individually, she comes away with a great awareness of the intricate problems of people and I hope with a great humility that they have asked her to help them.

I hope, too, that she keeps firmly before her an awareness of her function as an educator which always means presentation of information and facts, the development of people's thinking and pointing up possible solutions rather than an immature satisfaction in doing things for them. This is a test that separates the educators from the service performers. Although the line can never be drawn straight in performance, the goal must be clear in the home agent's mind.

## **"County Agent's Notebook"**

ROBERT B. HUTCHINSON, Assistant Information Specialist, Arizona

**T**HE little TV signal has a pretty hard time finding its way around in Arizona. Because of mountains popping up like weeds in a cotton patch, the State is broken up into three "viewing" areas. But the seeds of agricultural television have been planted and are being grown by the sweat of the county agent's brow.

Yuma County, lying next to California, was the first area to have a farm TV show. And, during the past three years, "KIVA Farmer" has more than established itself in the eyes of both rural and urban viewers in the area. Both agricultural and

home economics information is presented on the weekly program.

Basically this program is beamed to farmers, ranchers, and homemakers, but the material is presented in such a way that urban viewers will understand and be interested in it. Production-wise, the extension agents in Yuma County have overcome two rather cumbersome problems. The station operates with just one camera, and the station is located across the California line about 12 miles from Yuma.

Over in the largest viewing area (the Salt River Valley), the University of Arizona College of Agriculture produced a nine-month series of agricultural TV shows over KVAR-TV, at Mesa, last year. Actual production of

the half-hour weekly program was the responsibility of the extension information office, while personnel from the University of Arizona College of Agriculture extension, research, and teaching staffs were used on the show. "Across the Fence" proved the need to develop county-produced farm TV shows in the area, because it took two hours of hard driving from Tucson to Mesa every Saturday afternoon just to produce the show.

Out of this need grew "County Agent's Notebook," a weekly, 15-minute show produced by the Maricopa County extension staff. Since the "Notebook" reaches a much greater urban audience than it does a rural audience, it is built around the idea that agriculture affects everyone, one way or another. Farming, ranching, gardening, 4-H Club work, and homemaking are covered in its programs.





## STORAGE SPACE

### Every Family Pleads for It

MRS. GENE SMITH MOODY  
Virginia Associate Editor

**E**VERY modern dream home has to have ample storage space. That's taken into consideration long before the blueprints are drawn.

But what about the old house, with too many doors, too few closets, and many cubic feet of space going to waste?

Through a longtime special project on improved storage space in the home, home demonstration club members, both rural and urban, in Henrico County, Va., are proving that most homeowners can with a little effort and imagination have untold new conveniences in the way of extra closets, shelves, and cabinets built into lost space.

Mary Walker, Henrico County home demonstration agent, says the planning for the program went through the usual home demonstration club program development procedure. Discussions on neighborhood and county levels were full of the need for storage improvement. The county home demonstration club planning group agreed it should be a longtime program.

Mary Settle, rural housing specialist at the Virginia Agricultural Extension Service, was called in for advice and training of leaders. Then came demonstrations by club leaders on planned storage spaces to meet family needs.

Homemakers in urban Richmond and in outlying rural areas were further acquainted with the program through radio, television, and features in the daily newspapers.

What began as the women's idea became family efforts. Husbands and wives planned and worked together, and "a place for everything" became a reality in scores of homes.

A recent tour climaxed the first year of the program. The tour was generally publicized so that others who were not club members had the opportunity to attend. Four homes were selected to be visited. Located in different parts of the county, each represented a variety of styles from a small new modern home in an urban section to a 100-year-old rural farmhouse, and all had made interesting storage space improvements.

In the P. E. Mullinix home, a book, magazine, and accessory space was built into an unused doorway in the living room. Cabinet door spice racks, a sectional drawer with extra sliding shelf that doubles the storage value of the drawer, and sliding shelves in lower cabinets for pans were added in the kitchen.

In the breakfast nook, shelves for small electrical appliances were set in, replacing an unused built-in ironing board.

In the basement, a double life was provided. A ping-pong table was attached to the ceiling and can be lowered on to saw-horses when wanted. When not in use for play, the room is a sewing center for Mrs. Mullinix, with shelves built in for sewing supplies and other equipment. Old church hymnal racks were put on a door for storing patterns and trimmings; rows of pegs were set in for spools. Mrs. Mullinix sets up her portable sewing machine just outside the door, and has everything within reach as she sews.

The B. W. Walls, who have a long-range program for redecorating and modernizing a 100-year-old house, started with a large old country-type kitchen with no conveniences. Using as nearly as possible the step-saving U-Kitchen designed by the Clothing and Housing Branch of the Agricultural Research Service, USDA, and recommended by the Virginia Extension Service, they created with natural wood, wrought-iron, hardwood and red composition counter tops, an attractive room designed to save time and energy. The mixing center has sectioned drawers, a pullout board, knife rack, and many cabinets for equipment.

Much of the work done by the J. M. Quels, who have a son, Dana, 8, and a daughter, Dale, 11, centered on the children's rooms. Dana's room has everything built in except the bed. Shelves, cabinets, and desk are ample to take care of clothing, toys, bedding, and books. Besides cabinets and shelves, Dale's room has a combination desk-dressing table. In her closet are two tiers of rods, adjustable so they may be changed as she grows.

Miss Walker reports that the program is just getting started. But there are already many cubic feet of valuable space put to good use.

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# Safety IS IN YOUR HANDS

- in the Home
- on the Farm
- on the Highway

More fatal home accidents occur to farm children under 5 years of age than occur to other farm residents in the combined age group from 5 to 45 years.

At the age of 45 years deaths from home accidents begin to increase. As they grow older, persons become more susceptible to accidents, especially falls, because of slower reflexes; infirmities of body, sight, or hearing; and fatigue or worry.

## WE KNOW MORE SAFETY THAN WE PRACTICE

### Popular Publications:

*Highway Safety Begins at Home* and *Safe or Sorry?* — two National Home Demonstration Council pamphlets with many ideas and tips for the homemaker on the importance of safety in preventing traffic accidents. Available from the Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C.

*Drive Right* is a pamphlet chock full of practical helps for club chairmen of safety committees. For copies write to the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price: 15 cents per copy.



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EVERY DAY